FREDERICK LOESER & CO.

NEW YORK, SUNDAY. JUNE 4, 1905.—Copyright, 1905, by The Sun Printing and Publishing Associate

RROOKLYN ADVERTISEMENTS.

Comfort, Style, Durability and Price

The LATEST IS HIGH BUST AND EXTREME LONG HIP. We guarantee to please you or no sale. Mail orders solicited.

EXPERT FITTERS. THE HEST MATERIALS AND PROMPT ATTENTION.

CALIFORNIA CORSET CO.,

446 & 448 Fulton St., Brooklyn, N. Y.

Elevator 10 Hoyt St.

Tel. 3019 J Main.

Save Yourself from Baldness. Falling Hair, Itching Scalp.
Dandruff Cured. Examination Free.

DR. JOHN AUGUST, 50 years Hair
Specialist.
Rejuvenator \$3, two \$5. Trial Bottle. 75c.
505 Fullon st., opp. Flatbush av., B'klyn.
Guaranteed Cure. Try It. Tel. 1389 J Main

SKYSCRAPER-MADE BEAUTY.

EPANISH WAY OF SECURING PLUMP CHEEKS AND. NECK.

Methods Followed in a Downtown Beauty Parlor-Scented Baths and Skin Foods -The Woman Who Eats Garlie Will Have a Smooth and Pretty Skin. In a busy part of New York, high up

in a skyscraper, there is a beauty parlor devoted to the plumping of the neck and chest. The work is done by the Spanish The treatment may be given by one of

the professionals of the beauty parlor or you may give it to yourself. It is not difficult, but there is a knack in it. The treatment begins the day before with a vapor bath, the object of which is to open the skin. There follows a bath in

renzoinated water highly scented. This is made by filling a tub two-thirds full of water and adding a pint of spirits of cologne. This makes a very strong alco-holic bath, which requires only a few drops of benzoin to make it milky and pine-

But this bath is expensive. A cheaper hath just as good for the pores is made by taking a tub of water and adding to it

some good strong bath vinegar. To make this bath vinegar take the contents of a pint rose jar, spices and all, and pour over the leaves a pint of spirits of cologne. Into this put an ounce of oil of geranium and, finally, add a grain of musk, or a very few cloves. Bottle, and add to

the bath a tablespoonful at a time. This makes a highly scented bath, just the thing for the skin. Such a scented bath gives one a brisk feeling which is delightful. The skin feels firm and the

ache is taken out of the bones. The next day the patient goes to the Spanish plumping parlors, and here the real cure begins. The plumping parlors are for those whose cheeks fall in or whose evelids sag or who have some other defect of countenance. They are also for those who are yellow in the neck or very thin, and for those who are flat in the chest.

A basin is filled with perfumed steaming water and the face is held over it. White the water is poured over the face the hot water enters every pore, and the pores as they open seem to drip perspiration.

Then the face is dashed with clear hot water until the skin is red. And now for

water until the skin is red. And now for the plumping.

With a stick, upon the end of which is a knob covered with a piece of linen, the attendant begins her work. The patient is seated in a high backed chair, where she may rest and be comfortable, and the specialist begins to plump out the tissues.

Taking the stick in her right hand the attendant dips it in a skin food and then quickly pats the flesh with it. Again she dips it and again she pats. She goes over and over the neck, patting as she goes, and constantly dipping the stick in the pore food. Soon the skin is saturated.

The paddle must not be too hard nor too heavy or it will bruise the flesh, and the beauty doctor must not become too zealous or she will pound too hard. It is merely a plumping out of the tissues, not by any means a pounding of them.

The skin food may be made of mutton tallow and white wax and almond oil. To an eggshell full of the melted mutton tallow you add an egg shell of the pure oil of sweet almonds, and to this you add a bit of white wax no bigger than a hazel nut. You heat the whole together and, if you feel yourself able to buy it, you add one drop of attar of rose.

This skin food must be heated on the stove until it is a cream. It is then taken off and whipped with a little egg beater. When cold it should be just about like cream, but if too thick it can be thinned with almond oil.

In one of the best beauty parlors they have

but if too thick it can be thinned with almond oil.

In one of the best beauty parlors they have a very simple way of making a pore food. They take a bowl And set it in a basin of water, which is kept boiling.

Into this they put 10 cents' worth of white vaseline, and as it melts they add almond oil half and half. As it cools they drop in a little scent. When cold it is as good a skin food as one would desire.

When it comes to spatting in the cream there are certain rules which must be followed, and the first one is with regard to the wrinkles in the forehead. In spatting these always run along the line of the wrinkles, not against them.

If a wrinkle is long and deep, hold a hot sponge to it a moment. Dip the paddle in skin food, which is also slightly warmed, and begin to spat in the cream. Run along the line of the wrinkle, spatting in the cream gent'y as you go. You can spat in a great deal if you try.

With the parentheses around the mouth there is a different rule. Hold the head sideways so as to bring the paddle on a level with the lowest wrinkle.

Now run along this wrinkle, spatting upward. There is always a tendency for the skin to sag. This can be avoided by spatting along the line of the wrinkle upward, instead of downward.

Spatting the neck to make it plump is still another matter, and the operator must

ward, instead of downward.

Spatting the neck to make it plump is still another matter, and the operator must understand her business. The trouble is that the neck is thin, and the object is to put on flesh. Or, if the neck be yellow, the object is to make it white.

Take a quantity of the ceam and spread it on the skin in a heavy layer and then he findle, spatting and spatting. When it has all been absorbed by the skin, put on mother layer and legin the satting all over again.

the Spanish beauty parkers they will rdvise you to live upon a vegetable diet while you are taking the beauty treatment. 'It ey will tell you that new onions are very good, and so are asparague, spinned and it is spring vegetables. And they will whisper that the woman who eats garlic and plenty of it will have a very smooth, very clear and pretty skin.

The length of time which it takes before you see results depends upon the individual.

The length of time which it takes before you see results depends upon the individual. It look cheeks require from three to five weeks before they will plump out, the cheet takes about eight weeks. A thin, yellow neek can be bleached in a week and plumped in three weeks more. And the forehead c n be worked upon in a shorter space of time.

time.

A deep furrow can be driven out of the forehead in three days and the most obstinate parentheses around the mouth can be persuaded to go away inside of a week.

BROOKLYN ADVERTISEMENTS.

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The greatest Store and the greatest business in Brooklyn have risen here on the foundation of Public Satisfaction with the best service, the best assortments and lowest prices.



Store Opens at 8,30.

A Budget of Big Values. The Gist of Monday's Sales.

Now the wonderful June Sale of Muslin Underwear, Corsets and Babywear,

35,000 yards of 121/2c, printed Lawns, 9c. a yard. 25c. printed mercerized Mulls, 15c. a yard. Mercerized Panama Cloth, all colors, 19c. a yard. 25c, sun ray taffeta Percaline, 14c, a vard.

Men's 95c. Shirts, at 48c. Children's \$1,00 Anniversary Parasols at 67c. 19c. and 22c. Ribbons at 13c. and 15c, a yard. \$3,75 to \$8.45 trimmed Hats at \$2.95 to \$6.45. Men's \$12 50 to \$15,00 Serge Suits, \$8.95 50c. to \$1,00 white silk Fans, with lace edge,

at 39c. \$4.00 and \$5.00 batiste Waists, \$2.98. \$6,00 and \$7.00 silk lined net Walsts, \$3,98. No duplicates, None C.O.D.

Finest English porcelain decorate 1 Dinnerware -Unequaled little prices. Summer Floor Coverings an important offer

Men's \$25.00 to \$30.00 Made to Measure Suits,

16,000 yards of black and colored Silks-Under.

Music at 15c.

Trunks, Refrigerators, Lawn Mowers, Screen Doors, Garden Hose, Hardware and Household Needs-All Underpriced

Women's 25c. to 35c. Stockings, 19c.

A Fur Sale to stir the city—Unparalleled prices. Granulated Sugar, 5 pound bag, 29c. No mail or telephone orders filled. Sugar sold to-morrow delivered during the week. 50c. mounted Hair Combs, 29c.

Holland linen check Stationery, 8: a quire, regu-Rogers' Bros. 1847 Silver plated Tableware.

Men's \$3,50 Summer Shoes and Oxfords, \$2,24. Women's \$3.50 tan Summer Blucher Oxfords, Boys' white duck Russian Blouse and Sailor

Suits, \$1.95. 59c, wastrable silk Belts, 39c.

A Fur Sale to Stir the City. Unparalleled Prices on Coats for Men and Women.

Some time ago we originated the series of Summer Fur Sales that enabled manufacturers to keep busy in the ordinarily dullest months, and other stores have followed—but never equaled these sales. Three of the most important Fur garment makers in New York recently said to us: "Keep us busy in the dull time again and we'll do the rest." The result is the greatest opportunity for purchasing fur lined Coats and Persian Lamb Jackets for women and fur lined Coats for men, made to measure, we have ever had the pleasure to announce. We chose this line of fur garments because advance notice makes it apparent it will be most favored in the Fall. In the Summer there is more time for careful making, selection of furs and opportunity for great saving. The models will be new and in the most approved style for Fall. The Coats when completed will be stored in our incomparable cold storage plant free of charge this season until sent for. We will take orders up to the following quantities:

250 Persian Lamb Jackets for women. 250 fur lined Coats for women. 150 fur lined Coats for men.

About One-Half Actual Value. Three new models that will be worn next Fall. They will be made to order over canvas patterns, fitted by our own expert furriers. The workmanship and finish will, of course, be of the highest character—a splendid assortment of skins. The famous

At \$34.50. Black broadcloth Coat, 48 in. long, lined with squirrel locke and large shawl collar of pieced Persian.

At \$39.75. Broadcloth loose Box Coat, black or brown shades, large full sleeves, lined with blended squirrel and large shawl collar of blended squirrel.

popular small curl known as Persian lamb. 250 Women's Fur Lined Coats Made to Measure. Saving of About Third to Half.

Six entirely new models—workmanship, furs, materials, everything of the highest grade—make by New York's best makers. Very becoming and handsome effects in the styles Paris forecasts Fur store, second floor, front, Central Building,

250 Persian Lamb Jackets Made to Order. | At \$22,95. Black Broadcloth loose Box Coat, 48 in. long, with suslik lining and sable dyed squirrel collar.

At \$34.50. Black broadcloth Coat, 48 in long, lined with

highest character—a splendid assortment of skins. The famous collar of blended squirrel.

Liepsic dye, in the desired flat curl, broadtail Persian and the At \$49.75. Black Broadcloth Coat, loose back, 48 in long.

lined with fine quality black and white squirrel and finished with large blended squirrel collar and frog fastenings. At \$14.50. Broadcloth Coat, fine quality, in black, brown and white, red, steel gray, green and champagne colors, lining of fine quality locke squirrel, black lynx shawl collar and

cuffs, finished with loops and silk frogs.

At \$60.50. Black broadcoth Coat, 49 in long, loose back, mannish effect, lined with fine quality of locke squirrel, extra fine quality Persian Lamb collar, finished with loops and frogs.

150 Men's Fur Lined Coats: Made to Measure.

up to the top notch and finely fitting.

Coats of fine broadcloth, cut 52 inches long, body and sleeves lined with natural muskrat, large shawl collar of Persian lamb.

An unusual opportunity to save money on the best Fur Lined Coats ever shown in Brooklyn; liberal, roomy garments, tailored Coats of extra quality imported broadcloth, 52 inches long, body and, sleeves lined with real Southern mink, fine Persian lamb Men's Cloth ing Store-Second floor, rear, Last Building.

35,000 Yards of 12½c. Printed Lawns, 9c.

These Lawns were produced for the most exacting and critical makers of suits and waists. They have a perfect linen finish and are a quality that cannot be sold regularly for less than 12 1/2 c. a yd. Note particularly the width of 33 inches, which is 6 inches wider than the average 12 1/2 c. Lawn. They are all in white with neat small black dots and rings, the most favored patterns shown this season, and will make very effective, cool Summer dresses. They are to sell at 9c. a yard.

Great June Undermuslin Sale a Triumph! Most Amazing Economies Brooklyn Ever Knew.

Now for the greatest sale of muslin Underwear, Babywear and Corsets that even this store has ever announced. This is, we know, a very large claim, as our sales in the past have been most wonderful. Each year, however, we endeavor to excel the records of the year before and this time we have triumphed, indeed. It is an opportunity without precedent.

Prepared for months ahead, this annual sale comes at a most opportune time, when women are planning for the summer sojourn and brides arranging their trousseaux. It is an event wherein quality plays as important a part as economy—the littlest price corset cover receiving the same careful, accurate cutting and sewing as the most elaborate robe de nuit, and we would particularly call attention to the excellent quality of the material in the littlest priced piece -- to the lavish use of material in all, in fact to the absolute lack of even the slightest careless thread or skimping of muslin that occasionally mars an economy event. Every piece is made to give continued satisfaction, to invite you to watch for similar events in the future. It is upon complete satisfaction that the supremacy of this store has been built and once again we are justified in claiming a sale without precedent in pricing, assortment, quantity or quality. Just a few hints:-

creased demand and restricted production are responsible, and this condition makes to morrow's offering par-

They are from a maker who is increasing his business with us each year on merit. Not a Suit in the lot could be bought ordinarily for less than \$12.50. More than half of them measure up to the \$15.00 mark, and several are worth even more. The fabrics are all standard makes, fast colored blue. Coats are smart 8 or 4 button sacks, half or full fined with excellent serge; all have hand worked collars and nearly all hand made buttonholes. A good assortment of regular and stout sizes in the lot; plenty

Gowns, 23c. to \$1.49.

Chemises, 25c. to 98c.

for large men.

ticularly attractive, coming right at the beginning of serge wear time.

Drawers, 12c. to 98c. | Underskirts, 29c. to 59c. | Aprons. 6c. to 19c. Walking Skirts, 39c. to Corset Covers, 15c. to Cambric Skirts, 19c. to

\$5.98.

25c. to 50c. Cotton, Lisles and Silk plated at 19c. Men's \$12.50 to \$15 Serge Suits, \$8.95. 40c. Allover Lace Lisles and Lisles at 25c. Not for years has there been such a scarcity of reliable serges in clothing circles, a condition for which in-

50c. Lisles, Allover Lace and Embroidered Lisles at 35c., or 3 Pairs for \$1. \$2.50 to \$5 Pure Thread Silk at \$1.50 75c. and 11 Lace Allover and Silk Plated at 48c.

Children's Hosiery.

20c. and 25c. Cotton and Lace Allovers at 121/2c.

BROOKLYN ADVERTISEMENTS.

FREDERICK LOESER & CO.



\$5 to \$15 Shirtwaist Suits, \$3.98.

FOUR HUNDRED AND EIGHTY OF THEM—as fresh and crisp and dainty as any that we or anybody else can show for regular prices. Here to-morrow at an average HALF PRICE, for the bulk of the Suits are about \$8 value. There are linens in white and natural shades, plain and figured lawns, dotted Swiss, mercerized cottons and union

The waists are mostly made with full fronts, tucked or plaited, and with insertions of lace, embroidery and medallions. Some button in the back, others down the front. Sleeves are in the newest models and so are the skirts, including box plaited, circular flounce and double flounce trimmed with insertions of lace and embroidery. Others are

Nothing newer or prettier can be had, no matter if you pay full prices. None will be sent C. O. D. None will be credited, but exchanges may be made from this lot, if any is left.

Second Floor, Front.

Men's Sack Suits, \$8. Clearance of \$10 and \$12.50 Values.

Come in at Elm Place and There You Are.

NEED TO SAY that these are "as good as" our regular Suits. These are our regular Suits and at the regular prices were the best values to be found in Brocklyn.

Rapid selling has left the sizes broken; so the price pruning knife has made remarkable bargains of the Suits that are left

The fabrics are theviots, tweeds and homespuns, in light and medium shades, half and full lined. The size range follows:-

4 Suits 33 chest measure.

14 Suits 35 chest measure. 15 Suits 36 chest measure.

16 Suits 37 chest measure.

Prices were \$10 and \$12.50, and a few Suits were even \$15. All to-morrow at \$8 a Suit.

14 Suits 38 chest measure.

Extraordinary Sale of Men's Shirts.

There are thousands of Shirts in this sale, and every one of them is the match in style, in workmanship and in quality of the best Shirts you will find outside this store for the full prices.

Every one of them was made especially to our order with full, comfortable bodies, sleeves the right lengths, neckbands as they should be. Every one is of high grade in every particular.

The regular tables in the Men's Store are crowded full with them, and special tables in the main aisle are also given over for the occasion. Here are the details:—

over for the occasion. Here are the details:-\$1 Negligee Shirts at 45c.

We purchased 13,500 yards of excellent quality percale and had one of the best shirt makers turn it into Shirts for us. They are all well made and finished and each Shirt has a pair of separate cuffs. They come in stripes, spots, figure and check effects; 18 different stripe styles, 3 different check styles, 3 different size spot effects and 9 figured styles. All

are black and white printings on white grounds. Sizes

\$1 White Madras Shirts at 59c \$1 and \$1.50 Fancy Madras Shirts at 59c. \$1.50 Fine Negligee Shirts at 95c.

Half Yearly Carpet Housecleaning.

EACH YEAR WE DO IT at this season. Each year not only householders but large furnishers, hotel men, boarding house owners and others watch for the news and find it the greatest money saving chance of the

It is a stock straightening—the closing out of all part rolls, the selling also of hundreds of full rolls in patterns which we or the makers have decided not to continue for another season. With Carpet prices already higher than they have been and the prospect of still another price jump before Fall, the news is especially interesting.

Great Reductions Shorter the Length, Shorter the Price. Bring room measurements with you-even the measurements of rooms you are not sure you want to carpet. When you find how fine the values are it won't take you

long to decide. Regular Price. Sale Price. Axminster, Body Brussels and \$1.75 to \$3.00 \$1.34

\$1.00 Matting Specials.
Odd and cut rolls, regularly 25c. and 30c. a yard, at... 15c
Odd and cut rolls, regularly 30c. to 40c. a yard, at.... 19c Carpet Rugs.

Waists:: A Summer Sale.

THE TIME TO BUY WAISTS-cool and dainty white Summer Waists-is presented to-morrow. Thousands of new Waists will come freshly to the counters for the occasion. Every Waist will pass the most rigid tests for good material, excellent making and smart style. And every Waist is a special value, the price in many instances actually approaching half the usual prices for Waists of

It is one of the very great sales which have brought to us this season the greatest business in Summer Waists that any Brooklyn Store has ever known.

The Cotton Walsts. 50c. Waists at 25c. \$1 Waists at 49c. 79c. Waists at 49c. \$1 White Lawn Waists at 59c. \$1.59 White Lawn Waists at 98c. \$1.79 Lawn Waists at \$1.29. \$2.25 Waists at \$1.49. \$2.75 and \$3 Waists at \$1.98. \$3 Waists at \$2.25. \$4 and \$4.50 Waists at \$2.98.

The Slik Walsts. \$3 Jap Silk Waists at \$1.98. \$4 and \$4.50 Silk Waists at \$2.98. Japanese Silk Waists at \$3.98 and \$4.98. \$7.50 to \$10 Japanese Silk Waists at \$5.98 \$8.50 to \$10 Lace Waists at \$6.98.

\$2.25 to \$3 Shirtwaist Boxes, \$1.39.

ONCE AGAIN this news from the Upholstery Store which has never been rivalled—which stirs wide interest every time we can get together enough for the big, strong, handsome Shirtwaist Boxes to print it.

They are covered with fine American and imported cretonnes, art tickings, linen taffetas and with plain and printed burlaps. None sent C. O. D.

Ruffled Renaissance Lace Bed Sets Nearly Half All perfectly new and fresh and in patterns not shown until this Spring. All beautifully made on heavy, French net with full festoon valances. A large proportion of the styles have insertions of the fine Renaissance lace, full

\$7.50 Values at \$4.45. \$13.50 Values at \$5.98. \$20.00 Values at \$11.75.

Renaissance Sash Curtains, 73c. pair. 200 pairs of ruffled Renaissance Sash Curtains, with Renaissance edge and insertion, 21/2 yards long. \$5 to \$8.50 Madras Curtains at \$3.98 a Pair.

A fine lot of imported Summer Madras Curtains, sheer and transparent, in the soft, cool color effects; light, wood \$5.75 and \$6 Bamboo Utility Boxes at \$4.98.

Five styles, either with upholstered or flat tops, choice of casters or bamboo feet, large roomy boxes. Bamboo Utility Boxes, covered with fine Japanese mat-tings, in a large variety of sizes \$3.98 to \$15

Astonishing Sale of Laces.

SUMMER LACES, the sort of which thousands and thousands of yards are being sold everywhere for full prices, because never was there a season when they were in greater demand for all sorts of trimmings. To-morrow the Loeser Store will have ready a tre-

mendous quantity of these Laces, fresh and fine and perfect, in the most desirable patterns and for PRICES AVERAGING A GREAT DEAL UNDER HALF THE USUAL. 190. to \$3 Laces at 5c. to 69c. a Dozen Yards.

10c. to 49c. Normandie and Point de Paris Laces at 5c. to 12tic.
10c. to 29c. Torchon and Cluny Laces at 5c. to 10c. 10c. to \$2.49 Net Top Laces at 5c. to 49c.
15c. to 98c. Venetian Insertions at 10c. 19c. to \$1.49 Cotton Allovers at 10c. to 69c 98c. to \$1.69 Fancy Net Allovers at 59c. to 98c. Main Floor. None Sent C. O. D.

85c. Printed Liberty Satins, 48c.

The Greatest Silk Sale of the Spring. EVERY INCH OF THE long counters in the great, well lighted Silk Store and every foot around the tables will be lined with buyers to-morrow—will deserve to be.

This remarkable offering of Liberty satins and the other great values detailed below are fair reasons why.

There are 3,000 yards of the Liberty Satins, all 24 inches wide and all of splendid quality. Principally

polks spots in the various sizes, though there are also other patterns, all of this season's creation. Half price for such a Silk is remarkable.

Underwear and Hosiery Values.

THE GREAT SALES OF UNDERWEAR AND HOSIERY in the Loeser Store have become famous. They have had no rivals in value giving, in volume, in the character of the merchandise which they have offered. 'Through them and steady good service-giving a business has been built up here which is surpassed by no other store in the country, which is not even

Such a great business brings prestige and enormous purchasing power. Such a great outlet naturally turns this way the greatest lots of merchandise which may occasionally be had under price. And through this prestige and purchasing power we are able to present to-morrow another tremendous offering of Underwear and Hosicry of the finest sort, of the most seasonable styles, of the highest character and at prices in many instances making a new record of littleness.

Here are the details. They are well worth careful reading: nearly equaled in this vicinage.

25c. and 35c. Cotton and Lisles at 19c. Women's Hosiery. 50c. Lisles and Lace Allovers at 85c., 3 Pairs for \$1. 25c. Cotton and Lisles at 12 c.

Women's Underwear. 20c. and 25c. Lisle and Cotton Vests at 124c.
25c. and 35c. Lisle and Cotton Underwear at 19c. 50c. Spun Silk Vests at 29c. 40c. Lisle Thread Vests at 29c.

50c. Swiss Ribbed Underwear at 89c 75c. to \$1 Lisle and Silk Plated Vests at 48c.
\$1 Lisle Combination Suits at 59c. Women's and Children's Underwear on the Second Pioor.
All Other Advertised Goods on the Main Pioer. None Sent C.O.D.

Children's Underwear. 20c. Cotton Vests at 9c. 25c. Cotton Underwear at 19c. 50c. Balbriggan Combination Suits, 29c.

Men's Underwear. 50c. Balbriggan Underwear at 29c.

75c. Lisle Thread Underwear at 39c. \$1 Lisle and Sea Island Cotton Under-wear at 50c.

Men's Hosiery.

25c. and 35c. Lisles, Silk Lisles and Cotton at 121/c.
50c. Silk Lisles and Embroidered at 35c., 2 Pairs for \$1.